

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings of claims in the application:

Listing of Claims

1.-17. (Canceled)

18. (New) An audience rating calculation system that includes a receiver, at least one mobile station and a server, the system comprising:

a memory included in the at least one mobile station, the memory configured to store user identification information of a user of the mobile station;

a first communication unit included in the at least one mobile station, the first communication unit configured to transmit to the receiver a request for a program, the request comprising the stored user identification information;

a second communication unit included in the receiver, the second communication unit configured to receive from the at least one mobile station the request for the program;

a receiving unit included in the receiver, the receiving unit configured to receive from a broadcast station the requested program;

a first storage unit included in the receiver, the first storage unit configured to store a viewing history that includes identification information of the requested program, the received user identification information, and a viewing time duration of the requested program;

a third communication unit included in the receiver, the third communication unit configured to transmit the viewing history;

a second storage unit included in the server, the second storage unit configured to store the user identification information together with related attribute information;

a fourth communication unit included in the server, the fourth communication unit configured to receive the viewing history from the receiver; and

a calculation unit included in the server, the calculation unit configured to calculate an attribute-specific audience rating based on the received viewing history and the related attribute information.

19. (New) The audience rating calculation system according to claim 18, wherein the calculation unit is further configured to retrieve user identification information that is associated with a specific attribute in the second storage unit in response to a request for an audience rating related to the specific attribute, the calculation unit further configured to retrieve corresponding viewing history that includes the associated user identification information and calculate the attribute-specific audience rating based on the specific attribute.

20. (New) The audience rating calculation system according to claim 18, wherein the fourth communication unit is configured to transmit a completion notification to the third communication unit that indicates successful receipt and storage of the viewing history, the receiver, in response to receipt of the notification, configured to delete the viewing history from the first storage unit.

21. (New) The audience rating calculation system according to claim 18, wherein the calculation unit, in response to receipt of a request for audience rating data that includes an identification of a program and a desired user attribute information, is configured to access the

second storage unit to obtain user identification information that corresponds to the desired user attribute information, and to obtain viewing history information that corresponds to the obtained user identification information.

22. (New) The audience rating calculation system according to claim 18, wherein the related attribute information includes age, gender, and interests of a user associated with the user identification information.

23. (New) The audience rating calculation system according to claim 18, wherein the at least one mobile station is a mobile telephone that further includes a wireless communication interface configured to perform wireless communication of data and voice communication via one of a plurality of base stations and a switching station included in the mobile communication network.

24. (New) The audience rating calculation system according to claim 18, wherein the second communication unit is in communication with the first communication unit over a mobile communication network that includes a plurality of base stations and a switching station.

25. (New) The audience rating calculation system according to claim 18, wherein the request for a program comprises one of a view request to view a channel upon which the program is present, or a recordation request for a reservation to record the program at a future

time, the at least one mobile station comprising a user interface unit configured to receive selection by a user of a view request or a recordation request.

26. (New) The audience rating calculation system according to claim 18, wherein the receiving unit is configured to receive the requested program from the broadcast station via a broadcast radio wave.

27. (New) The audience rating calculation system according to claim 18, wherein the receiving unit is configured to receive the requested program from the broadcast station via a network.

28. (New) The audience rating calculation system according to claim 18, wherein the receiver further includes an identifier storage unit, and the receiver, upon receipt of the request, is configured to confirm that the request is from an authorized user by comparison of the stored user identification information with information pre-stored in the identifier storage unit.

29. (New) The audience rating calculation system according to claim 18, wherein the server is configured to transmit the attribute-specific audience rating to the at least one mobile station in response to a request for the attribute-specific audience rating from the at least one mobile station.

30. (New) An audience rating calculation system, comprising:

a mobile station comprising:

a control unit;

a wireless communication unit coupled with the control unit, the wireless communication unit configured to wirelessly communicate voice communication or data communication over a mobile communication network comprising a plurality of base stations and a switching center, the voice communication or data communication comprising communication of a mobile station identifier;

a transmitting unit coupled with the control unit, the transmitting unit configured to communicate a control signal with a predetermined signal format that comprises an instruction command, a detailed instruction, and the mobile station identifier;

the instruction command comprising one of a channel selection command of a broadcast program to be viewed, or a recording reservation command to record the broadcast program at a future time, so that an attribute specific audience rating is determinable in accordance with the control signal; and

a user interface unit in communication with the control unit, the control unit configured to direct voice communication with the wireless communication unit, or direct control signal communication with the transmitting unit in accordance with a respective input signal received with the control unit from the user interface.

31. (New) The audience rating calculation system according to claim 30, further comprising a receiver configured to receive the control signal communicated by the transmitting unit, the receiver further configured to authenticate the mobile station based on the mobile

station identifier and, in accordance with the instruction command, to receive and interpret the broadcast program.

32. (New) The audience rating calculation system according to claim 31, wherein the receiver is further configured to also receive the control signal communicated as data by the wireless communication unit via the mobile communication network.

33. (New) The audience rating calculation system according to claim 31, wherein the receiver comprises an identifier storage unit, and the receiver, upon receipt of the mobile station identifier in the control signal, is configured to authenticate the mobile station by comparison of the mobile station identifier with information pre-stored in the identifier storage unit.

34. (New) The audience rating calculation system according to claim 31, wherein the receiver comprises a viewing history storage unit configured to store a user's viewing history that includes the mobile station identifier, and the audience rating calculation system further comprises a server computer in communication with the receiver, the receiver configured to transmit the user's viewing history for storage in the server computer, and the receiver configured to delete the user's viewing history in response to a confirmation of receipt of the user's viewing history from the server.

35. (New) The audience rating calculation system according to claim 34, wherein the server computer is configured to store a plurality of attributes of a user in association with a

respective mobile station identifier, the server computer configured to calculate the attribute specific audience rating based on identification of a desired attribute within the attributes, and the respective user's viewing history that is identified from the mobile station identifier associated with the desired attribute, and included in the user's viewing history.

36. (New) An audience rating calculation system, comprising:

a receiver comprising:

a broadcast wave receiving unit configured to receive video data and audio data of a broadcast program,

a monitor control unit configured to drive a monitor to display the received video data and audio data;

a control signal receiving unit configured to receive, from a mobile station, a control signal that includes an instruction command and a mobile station identifier, the instruction command comprising one of a channel selection command of the broadcast program to be viewed, or a recording reservation command to record the broadcast program at a future time;

a mobile station identifier storage unit configured to pre-store a plurality of mobile station identifiers of a respective plurality of mobile stations of respective users that are authorized to control the receiver;

a signal interpretation unit configured to confirm that the mobile station identifier included in the control signal matches one of the mobile station identifiers stored in the mobile station identifier storage unit; and

a communication unit configured to transmit over a network, for receipt by an audience rating server, a user's viewing history that includes identification of the broadcast program and the mobile station identifier so that an attribute specific audience rating is determinable with the audience rating server in accordance with the control signal identification of the broadcast program and the mobile station identifier.

37. (New) The audience rating calculation system according to claim 36, wherein the receiver comprises a viewing history storage unit configured to store the user's viewing history, the receiver configured to delete the user's viewing history from the viewing history storage unit in response to a confirmation message of receipt of the user's viewing history that is received with the communication unit from the audience rating server.

38. (New) The audience rating calculation system according to claim 37, wherein the audience rating server is configured to store a plurality of attributes of a user in association with a respective mobile station identifier, the audience rating server configured to calculate an attribute specific audience rating based on the user's viewing history, and attributes of a user that are associated with the mobile station identifier also included in the user's viewing history.

39. (New) The audience rating calculation system according to claim 38, wherein the attributes of a user include age, gender, and interests.

40. (New) The audience rating calculation system according to claim 38, wherein the mobile station is configured to wirelessly communicate voice communication or data communication over a mobile communication network comprising a plurality of base stations and a switching center, the wireless communication includes communication over the mobile communication network of the mobile station identifier.

41. (New) The audience rating calculation system according to claim 40, wherein the control signal comprises a predetermined signal format that comprises the instruction command, a detailed instruction, and the mobile station identifier, the detailed instruction comprising a channel identifier of a desired broadcast program.

42. (New) The audience rating calculation system according to claim 41, wherein the mobile station is configured to direct voice communication with the wireless communication unit, or direct control signal communication with the transmitting unit in accordance with a respective input signal received with a user interface included in said mobile station.